

GENERATIONAL GIBBERISH

Understanding “Value Populations” in the Marketplace and Workplace

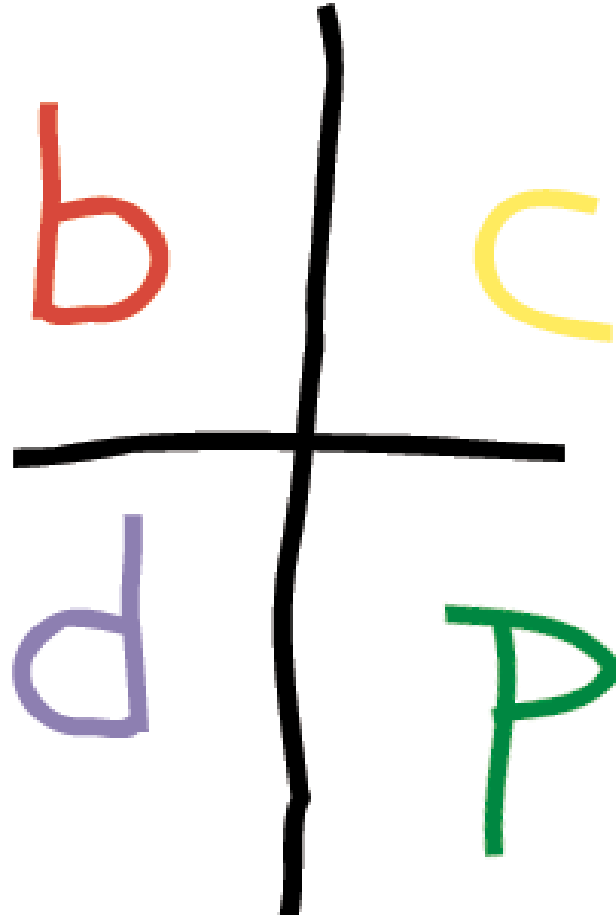
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Elina's Solution - How Big do You Think?



Today's Agenda



- ▶ “Generational Gibberish”
- ▶ The Data re Core Values
- ▶ Meet the “Value Populations”
- ▶ Key Value Population Attributes
- ▶ Workplace Applications

Generational Gibberish

Baby Boomers

Millennials

BABY BUST

Matures

Nexters

The Greatest Generation

silent

GI

GENERATION Y

Echo Boomers

Elders

Youngers

Generation X



How Old is a “Baby Boomer?”



Values

- ▶ Are the Differentiator
- ▶ Remain Consistent for Life
- ▶ Are Forward Looking
- ▶ Predict Future Behavior

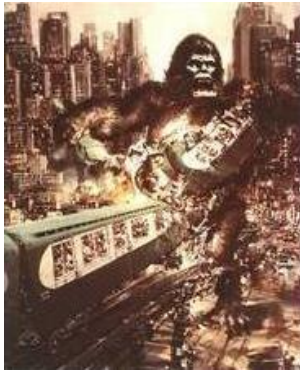


The Generational Mix

- ❖ Eleven years of research and over 1,000,000 data points identified differences in core age grouped values we call “Value Populations”
- ❖ There are multiple Value Populations in most organizations and communities
- ❖ Applying what you know about your own and other Value Populations is a vital tool in any leader or manager’s tool box



Meet the Value Populations



Patriots
(1921-1937)



Performers
(1938-1957)



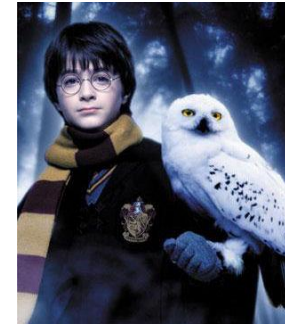
Techticians
(1958-1971)



Believers
(1972-1983)



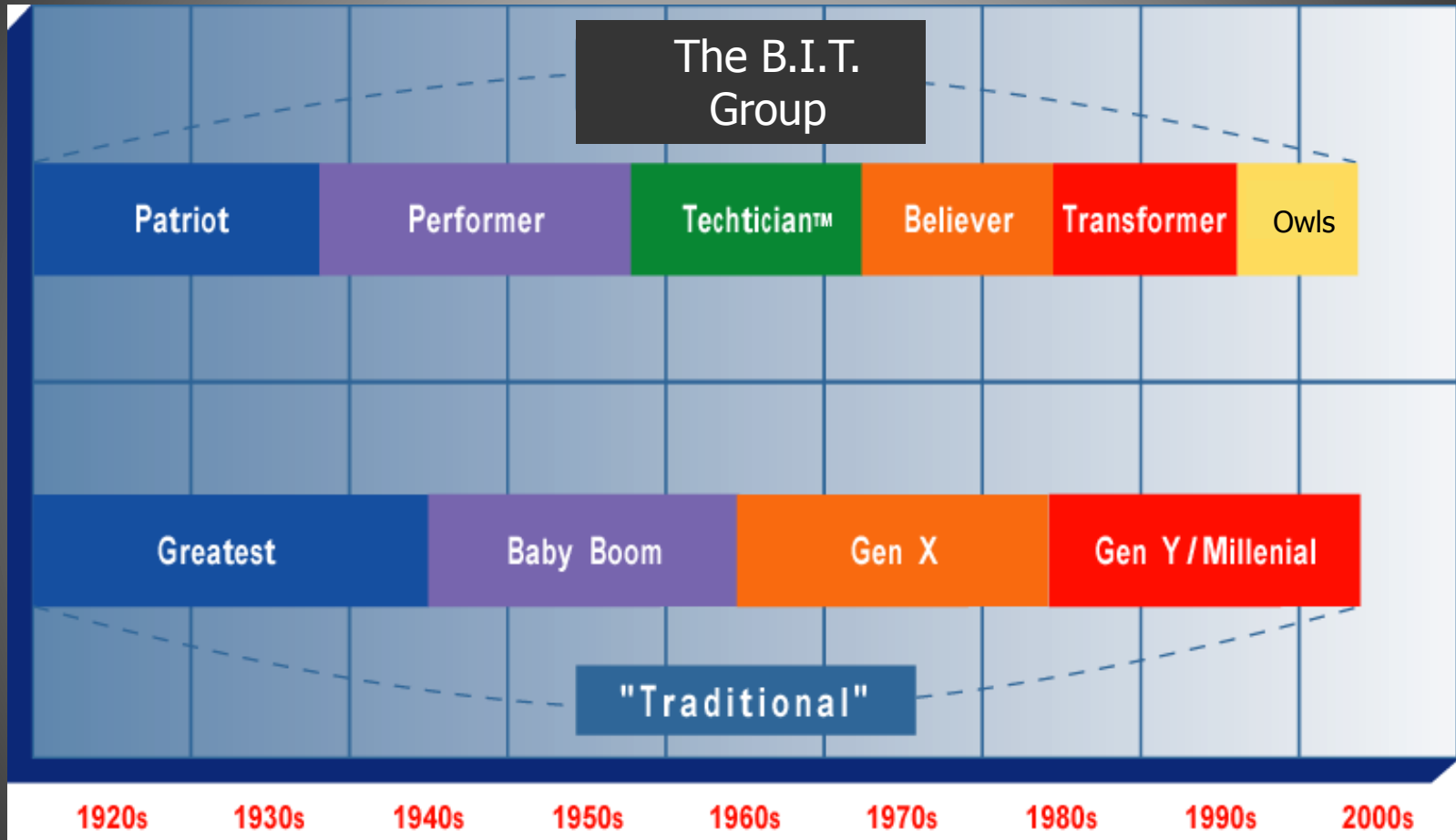
Transformers
(1984-1995)



Owls
(1996-2007)



The Value Populations vs. Traditional Generations



The Patriots (1921-1937)

“It’s a Jungle out there!”

Formative Events

- ❖ WWI and the Aftermath
- ❖ Prohibition
- ❖ The Jazz Age
- ❖ The Global Depression



Patriot Core Values

Familiarity	Affection	Virtue
Creature Comforts	A Place in the Collective	Safety & Security
Wealth	Loyalty	Courage



Key Patriot Attributes

- ❖ Work Nature: *Cautious*
- ❖ The Leader is: *Sergeant*
- ❖ The Follower is: *A Soldier*
- ❖ Tends to Avoid: *Change*
- ❖ Training Preference: *Group Instruction*
- ❖ Best Feedback Tactic: *Give Assurance*



The Performers (1938–1957)

“All the World’s a Stage!”

Formative Events



- ❖ The Golden Age of Consumerism
- ❖ WWII and the Cold War
- ❖ A National Highway System

Performer Core Values

Romance	Glamour	Friendship
Personal Freedom	A Place in the Sun	Courage and Adventure
Creative Output	Youthfulness	Broad Perspective



Key Performer Attributes

- ❖ Work Nature: *Strategic*
- ❖ The Leader is: *A Star*
- ❖ The Follower is: *An Actor*
- ❖ Tends to Avoid: *Detail Work*
- ❖ Training Preference: *Entertaining*
- ❖ Best Feedback Tactic: *Show Concern*



The Techicians (1958-1971)

“We have lift off!”



Formative Events

- ❖ Dawn of Scientific Populism
- ❖ The Kennedy “Camelot Years”
- ❖ Viet Nam and Watergate



Technician Core Values

Service	Logic	Skill
Self-Reliance	Pragmatism	Hard Work
Efficiency	Technology	Nature



Key Technician Attributes

- ❖ Work Nature: Tactical
- ❖ The Leader is: A Project Manager
- ❖ The Follower is: A Contributor
- ❖ Tends to Avoid: Abstract Work
- ❖ Training Preference: Self-Administered
- ❖ Best Feedback Method: Data based



The Believers (1972–1983)

“Paradox of Peace”



Formative Events

- ❖ Energy Crises and Recession
- ❖ Broad Social Upheaval
- ❖ The Two Paycheck Family

Believer Core Values

Patience	Peace	Justice
Tact and Diplomacy	Empathetic Relationships	Self-Sacrifice
Harmony	Art	Grace



Key Believer Attributes

- ❖ Work Nature: *Communal*
- ❖ The Leader is: *A Consensus Builder*
- ❖ The Follower is: *A Team Player*
- ❖ Tends to Avoid: *Conflict*
- ❖ Training Preference: *Group Participation*
- ❖ Best Feedback Tactic: *Show Appreciation*



The Transformers (1984–1995)

“No Limits”



Formative Events

- ❖ The Long Economic Boom
- ❖ Geopolitical and Geological Chaos
- ❖ Personal Computer revolution

Transformer Core Values

Power	Discipline	Control
Challenge	Perseverance	Tradition
Edge	Seriousness	Clarity

Key Transformer Attributes

- ❖ Work Nature: *Assured*
- ❖ The Leader is: *Masterful*
- ❖ The Follower is: *A Challenger*
- ❖ Tends to Avoid: *The Weak*
- ❖ Training Preference: *Competency-Based*
- ❖ Best Feedback Tactic: *Make a Deal*



The Owls (1996–2007)

“Wise beyond their years”



Formative Events

- ❖ War, Terrorism, 9/11
- ❖ Smart Technology
- ❖ Economic Rollercoaster

Owls Core Values

Truth	Ethic and Integrity	Connection
Disruption	Change Adventure Risk	Optimism Humor
Space	Creative Intelligence	"Magic"



Owls – The Search for Clarity

- ❖ Work Nature: Philosophical
- ❖ The Leader is: A Wizard
- ❖ The Follower is: A Magician
- ❖ Tends to avoid: Mundane Tasks
- ❖ Training Preference: Challenging
- ❖ Best Feedback Tactic: Tell the Truth

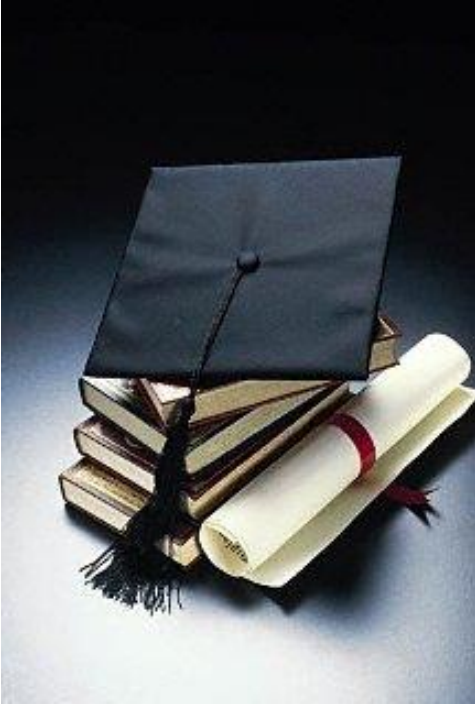


Different Populations–Different Values

Patriots	Performers	Techicians	Believers	Transformers	Owls
Familiarity	Personal Freedom	Self Reliance	Empathetic Relationships	Power	Truth
Creature Comforts	A Place in the Sun	Service	Self Sacrifice	Discipline	Ethics and Integrity
Wealth	Courage and Adventure	Pragmatism	Patience	Perseverance	Connection
Affection	Creative Output	Hard Work	Peace	Control	Disruption
A Place in the Collective	Youthfulness	Logic	Justice	Clarity	Challenge/Adventure/Risk
Loyalty	Romance	Skill	Tact and Diplomacy	Loyalty	Optimism
Virtue	Glamour	Efficiency	Harmony	Tradition	Humor
Courage	Broad Generalizations	Technology	Grace	Challenge	Creative Intelligence
Defense and Security Systems	Friendship	Nature	Art	Edge	'Magic'



Lessons Learned



- ❖ Values Drive Behavior
- ❖ Values Are Consistent Throughout Life
- ❖ Global Value Populations Are Emerging

For More Information

REVISED AND EXPANDED EDITION

The Consistent CONSUMER

PREDICTING FUTURE BEHAVIOR
THROUGH LASTING VALUES



Ken Beller | Steve Weiss | Louis Patler

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